1. A lamp assembly for irradiating a substrate, comprising:

a radiation source,

a reflector having first and second movable reflective bodies each having a concave reflective surface, said first and second reflective bodies cooperating to partially surround said radiation source and being movable to define an emission opening positioned therebetween to emit radiation from said radiation source toward the substrate, and

first and second movable stop members positioned to respectively engage said first and second reflective bodies during movement thereof, each stop member being movable to selectively enable radiation from said radiation source to be emitted through said emission opening selectively either in a focused pattern or a flood pattern.

2. The lamp assembly of claim 1, further comprising:

third and fourth stop members positioned to either reduce or enlarge said emission opening.

3. The lamp assembly of claim 2, wherein said first, second, third and fourth stop members comprise pins, said first and second pins having smaller diameters than said third and fourth pins.

4. The lamp assembly of claim 1, wherein said first and second reflective bodies are mounted on opposite sides of said radiation source and further comprising a third reflective body mounted above said radiation source.

5. The lamp assembly of claim 1, wherein said first and second reflective bodies move in respective paths of movement and said first and second movable stop members are removable from the respective paths of movement to enable a different amount of movement of said first and second reflective bodies.

6. The lamp assembly of claim 5, wherein said first and second movable stop members are fixable at different locations along the respective paths of movement.

7. The lamp assembly of claim 1, wherein said radiation source further comprises an elongate ultraviolet light emitting bulb.

8. A lamp assembly for irradiating a substrate, comprising:

a radiation source,

a reflector having first and second movable reflective bodies each having a concave reflective surface, said first and second reflective bodies cooperating to partially surround said radiation source and being movable to define an emission opening positioned therebetween to emit radiation from said radiation source toward the substrate, and

an actuating system coupled to said first and second reflective bodies and configured to effect movement thereof between at least first and second positions, said first position causing radiation from said radiation source to be emitted through said emission opening in a focused pattern and said second position causing radiation from said radiation source to be emitted through said emission opening in a flood pattern.

9. A method of converting a lamp assembly between a focused pattern of radiation emission onto a curing area and a flood pattern of radiation emission onto the curing area, the lamp assembly comprising a radiation source and first and second movable reflective bodies partially surrounding the radiation source, and first and second stop members, the method comprising:

moving the first and second movable reflective bodies in respective paths of movement relative to the radiation source and against respective first and second stop members to define a focus position of the reflective bodies,

emitting a first amount of radiation from the radiation source, reflecting the first amount of radiation off the reflective bodies and toward the curing area in the focused pattern,

moving the first and second stop members out of the paths of movement,

moving the first and second reflective bodies relative to the radiation source to positions allowed by the movement of the first and second stop members and defining a flood position of the reflective bodies,

emitting a second amount of radiation from the radiation source, and

reflecting the second amount of radiation off the reflective bodies and toward the curing area in the flood pattern.

10. The method of claim 9, wherein the lamp assembly further comprises third and fourth stop members, wherein moving the first and second stop members further comprises:

removing the first and second stop members, and

stopping the first and second reflective bodies against the respective third and fourth stop members at the flood position.

11. The method of claim 10, wherein stopping the first and second reflective bodies against the respective third and fourth stop members further comprises:

moving the first and second reflective bodies closer together.

12. The method of claim 10, wherein stopping the first and second reflective bodies against the respective third and fourth stop members further comprises:

moving the first and second reflective bodies farther apart.

13. A method of converting a lamp assembly between a focused pattern of radiation emission onto a curing area and a flood pattern of radiation emission onto the curing area, the lamp assembly comprising a radiation source and first and second movable reflective bodies partially surrounding the radiation source, and first and second stop members, the method comprising:

moving the first and second movable reflective bodies in respective paths of movement relative to the radiation source and against respective first and second stop members to define a flood position of the reflective bodies,

emitting a first amount of radiation from the radiation source,

reflecting the first amount of radiation off the reflective bodies and toward the curing area in the flood pattern,

moving the first and second stop members out of the paths of movement,

moving the first and second reflective bodies relative to the radiation source to positions allowed by the movement of the first and second stop members and defining a focus position of the reflective bodies,

emitting a second amount of radiation from the radiation source, and

reflecting the second amount of radiation off the reflective bodies and toward the curing area in the focused pattern.

14. The method of claim 13, wherein the lamp assembly further comprises third and fourth stop members, wherein moving the first and second stop members further comprises:

removing the first and second stop members, and

stopping the first and second reflective bodies against the respective third and fourth stop members at the focus position.

15. The method of claim 14, wherein stopping the first and second reflective bodies against the respective third and fourth stop members further comprises:

moving the first and second reflective bodies closer together.

16. The method of claim 14, wherein stopping the first and second reflective bodies against the respective third and fourth stop members further comprises:

moving the first and second reflective bodies farther apart.

17. A method of converting a lamp assembly between a focused pattern of radiation emission onto a curing area and a flood pattern of radiation emission onto the curing area, the lamp assembly comprising a radiation source and first and second movable reflective bodies partially surrounding the radiation source, the method comprising:

moving the first and second movable reflective bodies in respective paths of movement relative to the radiation source to define a focus position of the reflective bodies,

emitting a first amount of radiation from the radiation source,

reflecting the first amount of radiation off the reflective bodies and toward the curing area in the focused pattern,

moving the first and second reflective bodies relative to the radiation source to positions defining a flood position of the reflective bodies,

emitting a second amount of radiation from the radiation source, and

reflecting the second amount of radiation off the reflective bodies and toward the curing area in the flood pattern.